



MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF FEBRUARY 24, 2005

(Revised 2/7/06)

DATE: Thursday, February 24, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360
Alameda, CA 94501

1. **Roll Call:** The meeting was called to order at 7:00 p.m.

Present: Chair (C) Huston, Vice Chair (VC) Lee, Committee Members (CM) K.C. Rosenberg, and Peter Wolfe (late)

Absent: Committee Member (CM) Cecilia Cervantes

Staff: Suzanne Ota, ARPD Director
Dale Lillard, Recreation Services Manager (RSM)
Pat Russi, Recreation Supervisor (RS)
Christina Bailey, Cultural Arts Specialist (CAS)

2. **Approval of Minutes**

A. **Minutes of Meeting on January 18, 2005**

On page 3, paragraph 1, CM Rosenberg asked that the following be added to the last sentence, "for the purpose of assessing communications."

VC Lee suggested a stylistic change for future minutes. She would like to see Chair, Vice Chair, and Committee Member be abbreviated similar to that of staff members' titles.

M/S/C Rosenberg/Wolfe (approved)

"That Minutes of Public Art Advisory Committee Meeting on January 18, 2005 be approved."

Approved (4) - Huston, Lee, Rosenberg, Wolfe
Absent (1) - Cervantes

3. **Oral Communications**

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None.

4. Written Communications

None.

5. Old Business

A. Continued Discussion of Public Art Annual Plan - (*Discussion/Action Item*)

Director Ota discussed that PAAC should prioritize issues that are most important in the Annual Plan. C Huston asked when the Plan should be presented to the City Council. Director Ota stated that it could be presented during July 2005 (new fiscal year). C Huston wanted to clarify that the Annual Plan being developed is for 2004-2005, six (6) months behind schedule. One issue that could be addressed would be to raise the 1% or \$150,000 cap. CM Wolfe stated that the cap is unfair to smaller developers; since they pay one-percent and larger developers only pay \$150,000.

CM Rosenberg suggested that the Plan include short and long-term goals, including the PAAC's communication with non-profits. C Huston stated that she would like to move from draft-form of the Plan to a working document; this would include having agendas that reflect the Committee's top priorities. She went on to ask Staff to provide an easel and pad of large paper for PAAC to write down ideas; Staff stated that could be done.

Director Ota explained that there is a discrepancy in the definition of the Public Art Allocation requirement for renovation projects. The building official is interpreting it technically and the two departments are not in agreement. RS Russi stated that the phrase in question is "50% of the replacement cost of the building" (30-65.3c). In doing research with the City Attorney's office and looking at other cities' ordinances, it appears that either an added definition or simpler, more direct language should be incorporated. Staff will come back to PAAC with samples once they are agreed upon by Building and Recreation Departments and the City Attorney's Office.

- Mission Statement

PAAC members discussed specific wording for Alameda Public Art Program's mission statement. VC Lee stated that the mission statement should include a short, punchy sentence with objectives. Staff will work to compile all suggestions and e-mail them to VC Lee and CM Rosenberg for further review.

- List of Public Art Projects

Director Ota stated that Staff would be meeting with Library Art Committee to discuss the Artist Agreement with Masayuki Nagase. In addition to the library, there are seven (7) upcoming projects that will be

subject to the Public Art Ordinance. Projects that are currently in process or will be soon include: Bay Ship & Yacht, Bridgeside Center, Harbor Island Complex, Park & Webster Streetscape Projects, Blanding Street Work/Live project, South Shore Center, and Washington Park Recreation Building.

CM Rosenberg asked if Staff could provide a map of Alameda's existing and proposed public art projects. RSM Lillard stated that Staff would get a map.

B. Continued Discussion of Public Art Donation Policy - (*Discussion Item*)

In regards to the donation of items, RSM Lillard explained that there are common criteria for their acceptance between cities.

Criteria include:

- Outlines and responsibilities for installation and maintenance
- Procedures for establishing the title and ownership
- Provisions for dispensation for the work

C. Consideration of Request to Fund Art Centers with the Public Art Allocation Funds - (*Discussion/Action Item*)

Pat Colburn, from Alameda Art Center, and Lynn Faris, from Alameda Civic Light Opera, attended the meeting. Ms. Faris expressed her interest in learning how, or if, public art funds will be distributed to local non-profits.

C Huston explained that developers would ultimately present plans to the City for the art they would like to place. PAAC will approve or decline the art based on the established guidelines of quality and accessibility. She went on to state that there is no direct link between arts organizations and the Public Art Fund. However, the developer may choose to use the allotted money to create performance or exhibition spaces.

CM Rosenberg stated that the developer could choose to place the money in the in-lieu fund. If this is the case, PAAC could then create a competition for non-profits to compete for said funds. C Huston explained that RSM Lillard had previously stated the funds could not be used for on going operating costs.

Director Ota explained that money collected through the Ordinance could be placed in one of two pots. First, developers can put their public art allocation towards on site art. Secondly, developers can choose to place their allocation in the in-lieu fund, where the City decides how to allocate the money.

Ms. Faris inquired as to whether there is a plan for non-profits and developers to be in contact. Director Ota stated that a list of non-profits could be included in the developer's packet. CM Wolfe stated that the list

should have a disclaimer that the ARPD and PAAC do not necessarily endorse any of the organizations.

C Huston stated that the PAAC had previously asked that the Alameda Art Center create a "Wish List." This would include expenses that they want the in-lieu funds to cover.

C Huston stated that the guidelines stress that the developer place public art that is exceptional in nature and not part of an existing structure. CM Wolfe added that it also needs to be accessible to the public. Director Ota stated that the requirements are in place to create public art opportunities.

Ms. Colburn expressed her frustration and asked why the money needs to be spent on something new, and not on an existing organization. She stated that local non-profits are viable community assets and are struggling to make ends meet. She asked if there were any plans to rewrite the ordinance to benefit local non-profits. C Huston stated that PAAC would not be the ones to rewrite the Ordinance. CM Rosenberg stated that PAAC would be evaluating communication with non-profits in the future.

C Huston stated that there would be a Call for Entries when in-lieu funds become available. Ms. Faris expressed her desire to compete for any funds that become available in the future.

6. New Business

A. Discussion and Review of Public Art Documents and Forms - (Discussion Item)

- RFP/RFQ

RS Russi explained that he researched documents from different cities; some documents were very detailed and others were not. The sample documents included in the agenda packet are very generic, and can be modified for each unique project.

CM Wolfe suggested that the RFP include wording from the Guidelines, as well as, a concept statement. CM Rosenberg stated that there should be a section for each of the three areas in the Ordinance: on site projects, on site cultural programs, and on site art spaces or cultural facilities.

Director Ota stated that Alameda modeled its Ordinance after the cities of Pasadena and Long Beach. Staff should look at their wording for more examples. VC Lee asked that Staff bring samples to the next meeting.

CM Wolfe suggested that the RFP include lighting under the Lighting Plan; CM Rosenberg added that plaques could also be addressed under the same section.

B. Summer Activity Guide Articles by PAAC Members - (*Discussion Item*)

RS Russi stated that the staff is in the process of compiling information for the Summer Activity Guide. The staff wants PAAC to submit a piece about their work by March 10th or earlier. Director Ota stated that the Cultural Arts section would have fewer pages in this edition. C Huston asked VC Lee to help her formulate the article.

7. Oral Communications, General

C Huston stated that a list of future tasks and priorities should be developed. RS Russi stated that Staff would flesh out and reorganize the Annual Plan.

Director Ota thanked PAAC and ARPD staff for their hard work and diligence over the past year. PAAC thanked Director Ota for her commitment to the Public Art Program.

8. Committee Reports

- Webster & Park Streetscape Projects - CM Wolfe

None.

9. Adjournment: The meeting adjourned at 9:00 p.m.